

1 August 1960

Memorandum for Mr. Kent

Subject: Survey of NIE Distribution

1. Paul Borel told me on Friday afternoon that you had been inquiring about the survey of NIE's. This project has had a rather long and checkered career, the details of which I will not attempt to review. However, you may find the following notes helpful in bringing you up to date on its present status.

2. ONE is providing the major guidance for this survey, using OCR as the medium for collecting the data. You will recall that the study had a very extended built-in delay in that questionnaires were enclosed in NIE's over a period of seven months, not counting the time for their return which was very long indeed. We did not receive the final machine runs on the returns from these questionnaires (1037 from 636 respondents) until mid-July. OCR is still involved in additional aspects of the analysis which could not be handled by machine. The use of the IBM seemed humorous to some in a recent morning meeting, and I suppose it seems odd, but I knew of no other way that we could manipulate the more than 40,000 items!

3. I am afraid that the results of this part of the survey will prove very disappointing to those who originally launched it. However, so much effort has gone into the undertaking, Mr. Cooper and I feel that we should squeeze as much as we can from the data. We will at least have gained some valuable experience to be applied in subsequent investigations of this kind.

4. The other aspect of the survey involves an inquiry into the actual distribution and control of NIE's. OCR had undertaken a very comprehensive and cumbersome investigation of each agency, which was making no friends for us and turning up very little useful information. By last fall, they had surveyed only one agency. I terminated this inquiry and, with Mr. Cooper's approval, instituted a simple one which placed the responsibility for the investigation in each USIB agency on the shoulders of its chief distribution officer. The returns from this investigation are now being analyzed.

5. At the moment OCR, at my request, is preparing some revised figures of actual NIE distribution during the last two fiscal years. I found, upon probing into the matter in detail, that the earlier figures we had received and had worked with did not accurately reflect what was actually taking place. Reconstructing the distribution pattern is rather involved but OCR expects to have the figures for us in a few days.

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6. Until this most recent complication, I had hoped to have an initial draft of the study for Mr. Cooper before I left on vacation in mid-August. I think it is still possible that a major portion of it will be completed in draft by that time.



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Copy: Mr. Cooper

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TO	NAME AND ADDRESS	INITIALS	DATE
1	Mr. Cooper		
2			
3	108 Admin		
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Remarks: Mr. Kent mentioned this matter at a morning meeting about two weeks ago. He apparently thought Paul Borel was running the survey. I sent a memo similar to the attached to Willard on 19 July, thinking he might wish to brief Mr. Kent. Apparently he didn't have occasion to do so because Mr. Kent asked Paul Borel about it Friday. When you didn't appear today, I thought it best to send the attached in to Mr. Kent.

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FROM: NAME, ADDRESS AND PHONE NO.

DATE

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